

# Perspectives on International and Local Corporate Philanthropy

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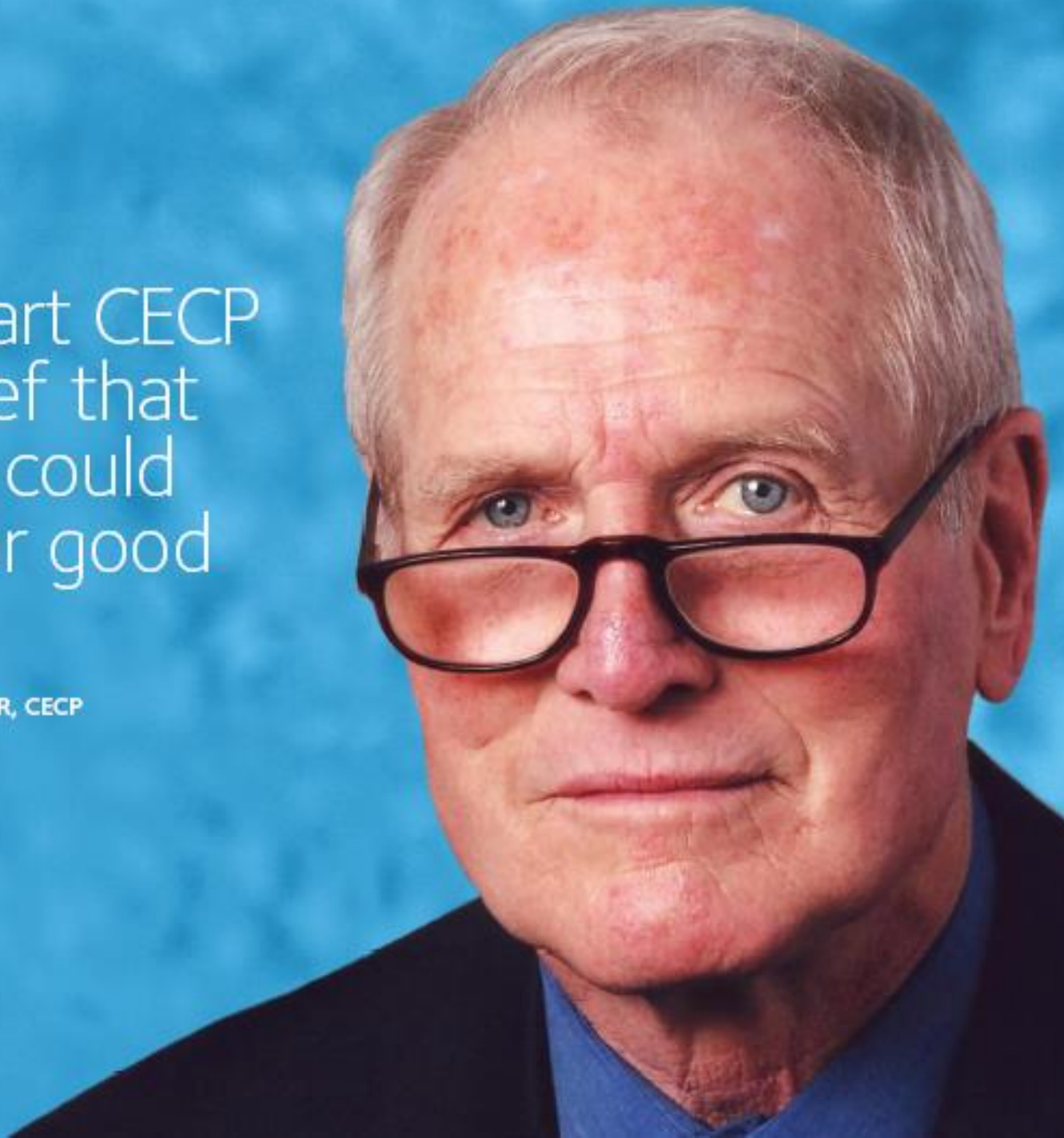
“I helped to start CECF  
with the belief that  
corporations could  
be a force for good  
in society.”

PAUL NEWMAN, FOUNDING CO-CHAIR, CECF



CECF

THE CEO FORCE  
FOR GOOD







# Perspectives on Corporate Philanthropy

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1.



How important is it for CEOs to publicly lead corporate philanthropy?

2.



How can collaboration and measuring impact enhance effectiveness?

3.



How can companies bring the investor community along?

# The Role of the CEO in Philanthropy

“You’ve got to care about it in a meaningful way. You have to set the tone and pace and you have to **be famous for caring about it in your own company.**”

Bill Green  
Chairman, Accenture

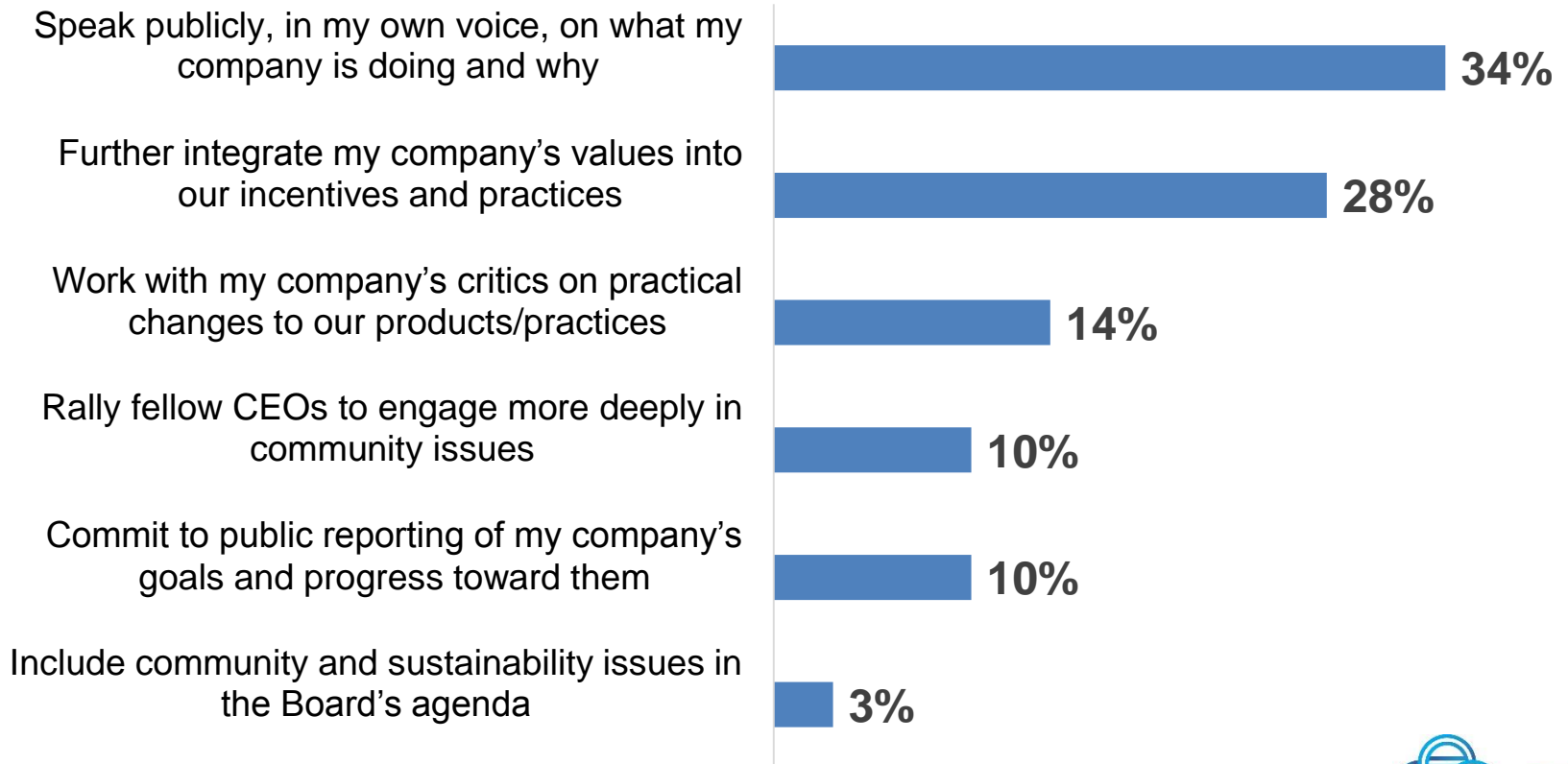
# The Role of the CEO in Corporate Giving



1. Recognize the Opportunity
  - Societal issues are material.
  - Involvement can be a competitive advantage.
2. Convert Opportunity to Action
  - Staff positions with top talent.
  - Empower passionate employees.
  - Align incentives with goals.
3. Set the Tone and Pace
  - Keep the vision alive.
  - Keep repeating the message.
  - Be visible and authentic.

# The CEO Role: Polling Result

As CEO, what is the most effective step I can take to help restore public trust in business?



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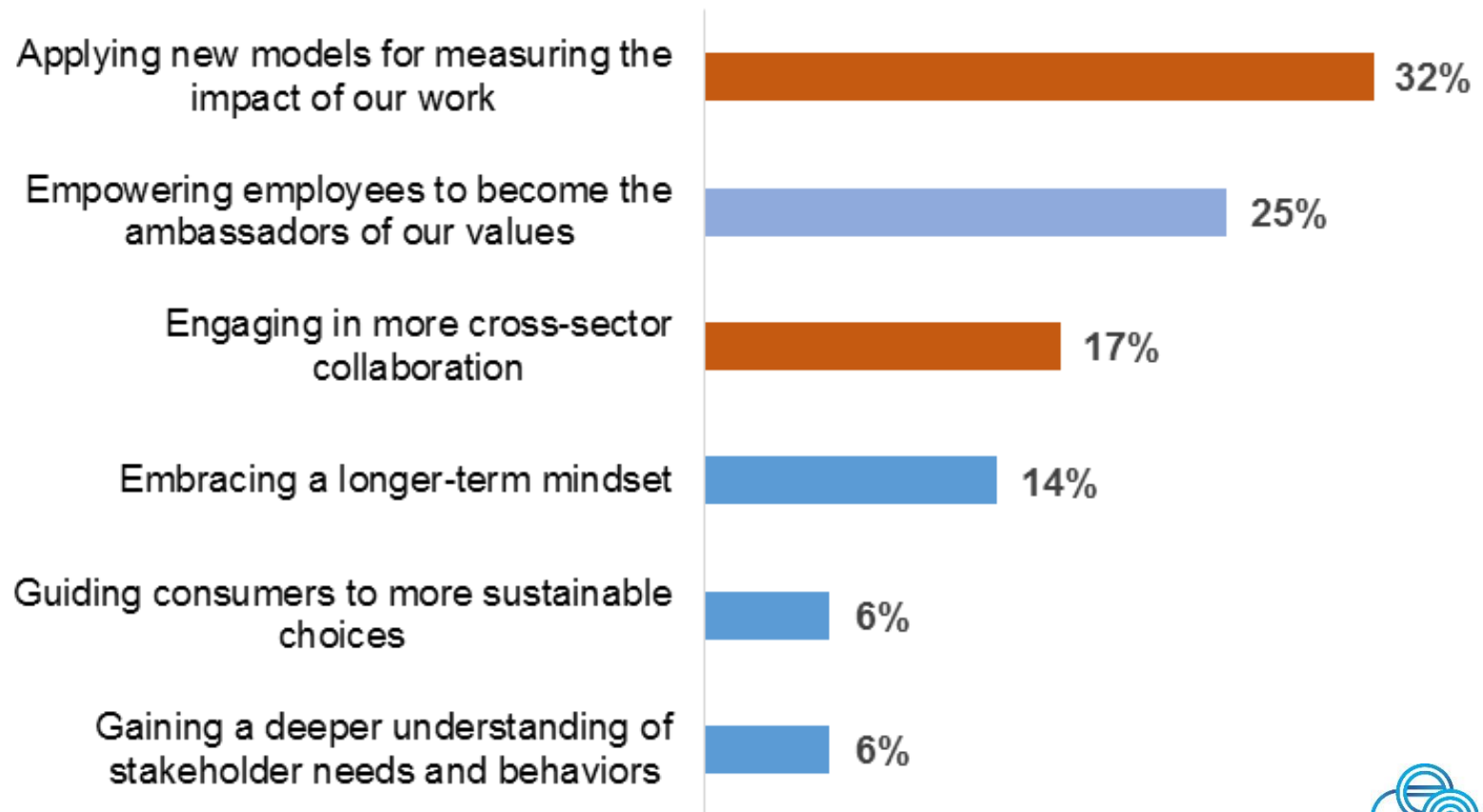


How can companies bring the investor community along?

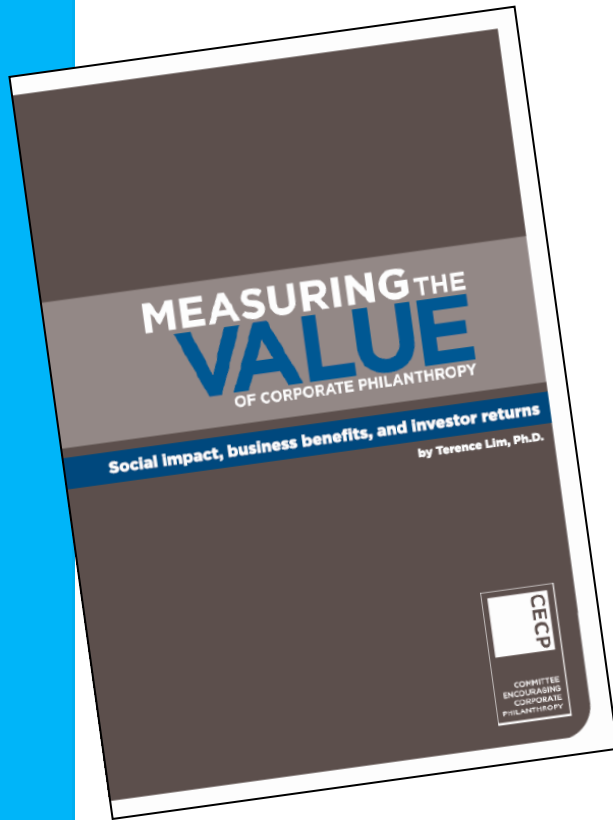


# Collaboration and Impact: CEO Polling Result

The biggest adjustment my company will need to make to reach its societal engagement goals is:



# Thoughts on Impact Measurement



1. Have a specific purpose for collecting data (or asking grantees for it).
  - What decision will it inform?
  - Seek business and societal impact.
  - Borrow tools from other departments.
2. Use measurement for learning.
  - Track progress against # goals.
  - Be ready to make program changes.
3. Measurement costs money.
  - Selectively measure.
  - Budget for it from the beginning.
4. Don't overstate your impact.
  - Whose story is it?

# Thoughts on Collaboration



1. Credible and motivated partners.
  - Partners should be self-interested.
  - Unique resources/competencies.
2. Clear mission and objectives.
  - Don't rush the alignment process.
3. Meaningful activities.
  - Clear roles and responsibilities.
  - Activities match competencies.
4. Effective governance.
  - Established decision-making process.
5. Performance management.
  - Set accountability measures and timelines.

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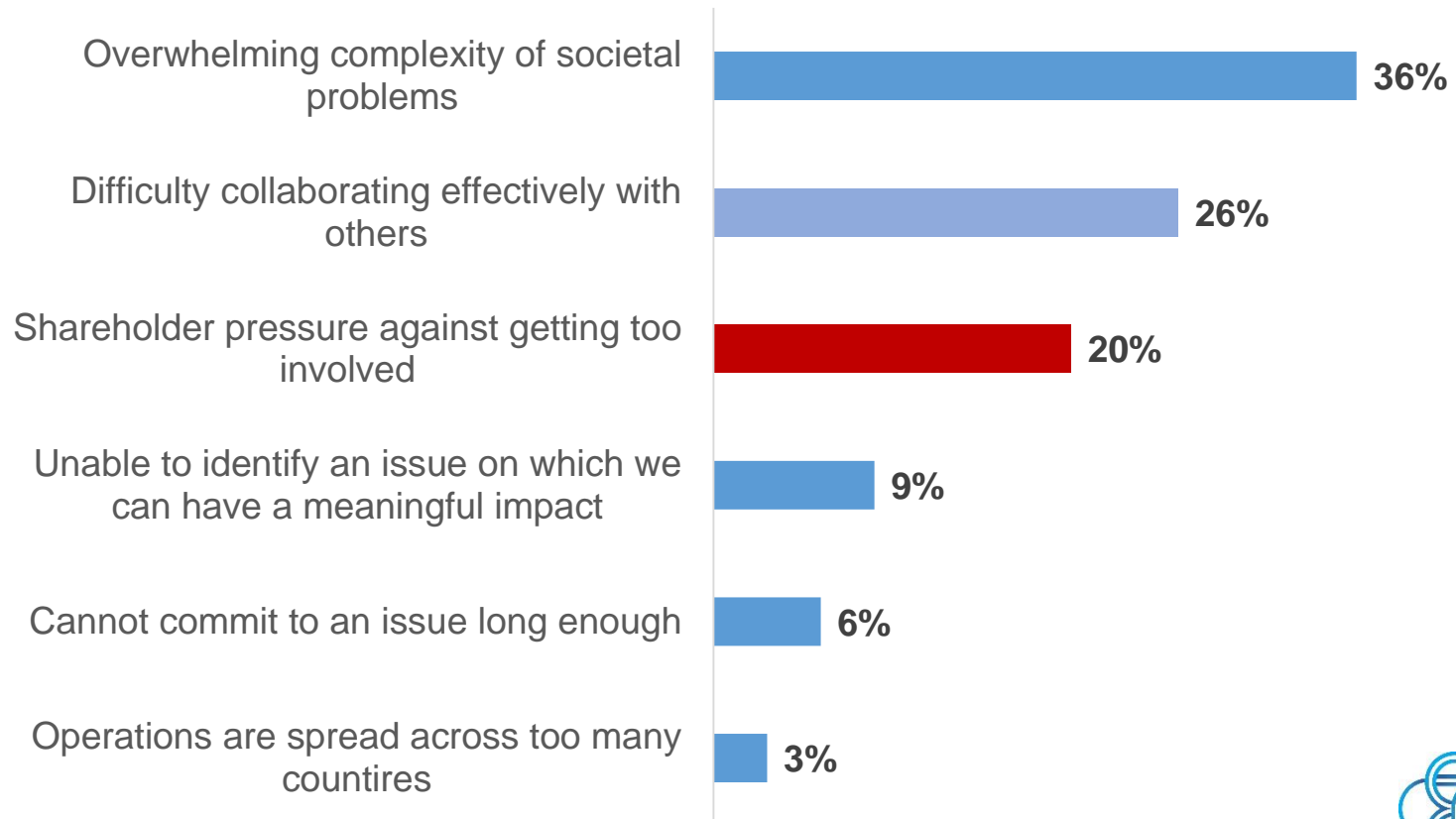
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How can companies bring the investor community along?

# Leading Investors: CEO Polling Result

What is the most significant obstacle your business faces in embracing more socially-sustainable business practices?





# Thoughts on Leading Investors

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1. Not all investors are created equal.
  - Understand your mix of short- and long-term investors.
  - Articulate the type of investor that you seek to attract.
  - Is the CEO needed on all quarterly calls?
2. CSI as a proxy for sound management.
  - Educate investors that it is a mark of corporate vitality and vision.
3. Integrated Reporting.
  - Blend non-financial performance metrics into investor relations material.

# Key Takeaways

## 1. CEOs set the tone and pace

- Reinforce the vision and keep up momentum.
- “Be famous for caring about it inside the company.”



## 2. Numeric goals are the foundation for measurement and collaboration

- Have absolute clarity on your motivations and goals, though they may evolve.
- Don't rush partner alignment.



## 3. CEOs can educate investors

- Show the materiality of societal issues.
- Leverage CSI as a sign of strength.



# Next Steps

If you like the CEO perspective...

- Follow CECF's YouTube Channel
- Download our event Executive Summaries

If you like frameworks and models...

- Download "Business at its Best"
- Download "Shaping the Future"

If you like Impact Measurement...

- Download "Measuring the Value of Corporate Philanthropy"

If you like Social Media...

- Share with us on Twitter: @CECPTweets, @MargaretCoady

# THANK YOU

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